

KLAS

K-WAS

National

Mike Jones

37317 Order / Rev: Alt Order #: 08866591 Product Desc: OBAMA/P/D

1798 Estimate:

09/18/12 - 09/24/12 Flight Dates:

Original Date / Rev: 09/18/12 / 09/19/12 GENERAL Order Type:

**GMMB** Name:

**Buying Contact:** 

Billing Contact: 1010 Wisconsin Ave NW

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle:

Primary AE:

Sales Office:

Sales Region:

Agency Commission:

15%

00:15:00

EOM/EOC

Obama, Barack D-President Advertiser Name:

> Demographic: A35+ Product Codes: PO<sub>1</sub>

Priority: LV2

AGY, POL, CAND Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Totals Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	15	\$20,395.00	\$17,335.75

Totalo					
Month	# Spots	Gross Amount	Net Amount	Rating 0.00	
September 2012	15	\$20,395.00	\$17,335.75		
Totals	15	\$20,395.00	\$17,335,75	0.00	

## **Account Executives**

Orders

Agency

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$20,395.00		
Market	100%	\$67,983.33		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$16,995.83
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$3,399.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	09/24/1	2 09/24/12	8 News Now 5a M 8 News Now 5a M		5-6a	M	:30	1	\$565.00LV1	0.00 NM	1	\$565.00
	8 NEW	<b>IS NOW</b>											
	St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	/eek: 09	9/19/12	09/25/12	M	1	\$565.00	0.00						
E 2	8	09/24/1	2 09/24/12	8 News Now 6a M 8 News Now 6a M		6-7a	M	:30	1	\$750.00LV1	0.00 NM	1	\$750.00

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**KLAS** 

Order / Rev:

37317

Advertiser:

Obama, Barack D-President

Alt Order #:

08866591

Product Desc:

OBAMA/P/D

Flight Dates:

09/18/12 - 09/24/12

Estimate:

1798

Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start End **Inventory Code** Break 8 NEWS NOW Start Date Spots/Week Rating **End Date** Weekdays Rate Week: 09/19/12 09/25/12 M-----\$750.00 0.00 0.00 NM 5-630p M----:30 \$375.00LV2 2 \$750.00 8 09/24/12 09/24/12 8 News Now 5-630p M-FCM 8 News Now 5-630p M-F **8 NEWS NOW ROTATION** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/19/12 09/25/12 M----\$375.00 0.00 09/20/12 09/20/12 Thu 9-10p 1 \$5.750.00LV1 0.00 NM \$7,500.00 CM 9-10p ---T---:30 8 2 1/2 Men 2x's 2.5 MEN Spots/Week Rating Start Date **End Date** Rate Weekdays Week: 09/17/12 09/23/12 1 \$5,750.00 0.00 Start/End Time Weekdays Rate Rtq Type Ch Date Range **Description** Length <u>Spot</u> 9-10p ---Th----:30<del>(\$5,750,00)</del> 0.00 NM 8 09/17/12-09/23/12 Thu 9-10p See MG 7.2 ---Th----:30 \$7,500.00 0.00 NM 8 09/17/12-09/23/12 Thu 9-10p 9-10p @ MG for 7.1 09/20 ----F--.30 1 \$3,000.00LV1 0.00 NM \$3,000.00 CM 1 E 8 09/21/12 09/21/12 Fri 8-9p 8-9p **Undercover Boss BLUE BLOODS** Weekdays Spots/Week Rate Rating Start Date **End Date** ----F--0.00 Week: 09/17/12 09/23/12 \$3,000.00 09/22/12 09/22/12 Sat Prime Special CM 8-10p ----S-:30 \$500.00LV2 0.00 NM 3 \$1,500.00 8 KLAS Movie: Dick KLAS MOVIE Weekdays **Start Date End Date** Spots/Week Rate Rating ----S-0.00 Week: 09/17/12 09/23/12 \$500.00 1 \$2,250.00LV1 0.00 NM 09/22/12 09/22/12 Sat 10-11p CM 10-11P :30 \$2,250.00 ----5-E 10 8 48 Hours Mystery **48 HOURS MYSTERY** Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 09/17/12 09/23/12 ----5-1 \$2,250.00 0.00 8 09/19/12 09/21/12 8 News Now 11p M-F CM 11-1135p --WTF--:30 1 \$1.550.00LV1 0.00 NM \$1,550.00 8 News Now 11p M-F 8 NEWS NOW AT 11PM Spots/Week Rating Start Date End Date Weekdays Rate --WTF--Week: 09/19/12 09/25/12 1 \$1,550.00 0.00 M---F--\$115.00LV2 0.00 NM 2 \$230.00 Craig Ferguson CM 1237a-137a :30 E 15 8 09/21/12 09/24/12 (12:37 XM-1:37 XM) Craig Ferguson LATE LATE SHOW Start Date **End Date** Weekdays Spots/Week Rate Rating M---F--Week: 09/19/12 09/25/12 \$115.00 0.00 \$750.00LV2 0.00 NM \$750.00 E 17 09/22/12 09/22/12 **NCAA Football** CM NCAA College Foo----S-:30 NCAA College Football (12:30 PM-4:00 PM) **CBS COLLEGE FOOTBALL** Spots/Week Rating Start Date End Date Weekdays Rate 09/23/12 ----S-\$750.00 0.00 Week: 09/17/12 :30 1 \$1,550.00LV1 0.00 NM \$1,550.00 09/24/12 09/24/12 8 News Now 11p M-F CM 11-1135p M----1 N 18 8 News Now 11p M-F 8 NEWS NOW AT 11PM Start Date **End Date** Weekdays Spots/Week Rate Rating 0.00 \$1,550.00 09/25/12 M----Week: 09/19/12 Totals \$20,395.00 15